

Preparing Electronic Advertising For Spectrum

Please contact: **Felicia Spagnoli** Phone: 732-562-6334 • Fax: 732-562-1745 • Email: f.spagnoli@ieee.org

Please follow the guidelines listed below when supplying advertising materials electronically.

Please note that we are utilizing an **Apple Macintosh** format

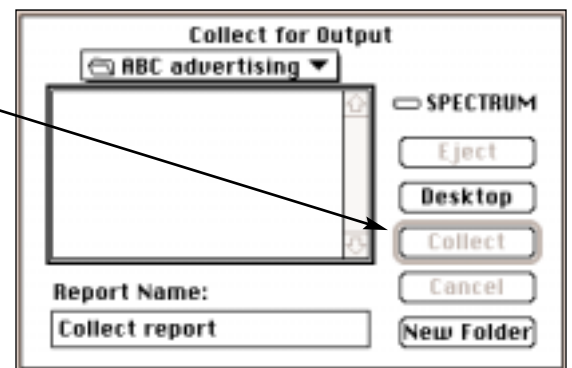
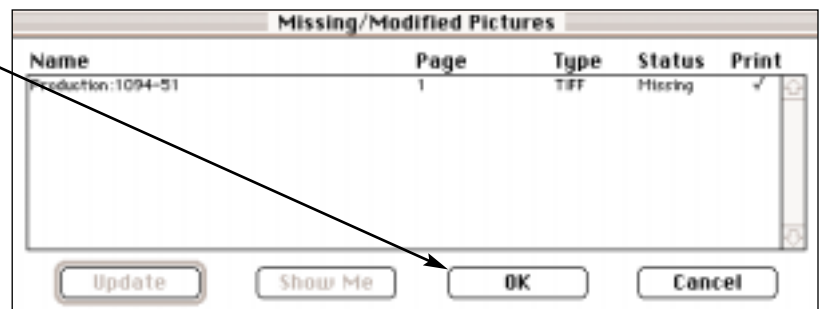
Advertisements that are supplied in QuarkXpress.

- 1) QuarkXpress files can be provided on a **CD, Mac Zip** or **Mac formatted jazz** disk. Any files that do not contain color can be emailed to f.spagnoli@ieee.org due to its small file size.
- 2) All **Adobe fonts** (no Truetype fonts please) utilized in creating the advertisement electronically must be supplied.
- 3) **Proofing materials** must be supplied with each disk regardless of coloration. If you cannot supply a SWOP standard proof we will try to match your materials as closely as possible but cannot guarantee reproduction.
- 4) When saving as EPS file all elements should be set up for CMYK to ensure proper color separation.

Collecting For Output With Quark 4.1

Using The Collect For Output Command

- 1) Insert removable media you are going to use (**Mac Zip or jaz**).
- 2) Choose **"Collect For Output"** from File Menu.
If your last changes to your document have not been saved, you will be asked to do so by your computer.
- 3) If a dialog box appears stating that you are missing pictures, click on **"List Pictures"**
- 4) Locate missing pictures on your hard drive, **"Update"** and click **"OK"**
- 5) The computer will then ask you where you want the copies of your files transferred to. Locate the floppy or removable cartridge from your desktop. Choose the folder where your files should be copied to. If you are sending more than one job at a time on a single disk, make sure each Quark document and its supporting files are in their own separate folder. You can create a new folder right from this dialog box. Click **"Collect"**
- 6) A copy of your Quark file, and all associated files, including output report, have now been transferred automatically to your selected location, send this disk or cartridge to Spectrum along with laser proofs (color if applicable).



Preparing PDF Files using Acrobat Distiller 4.0

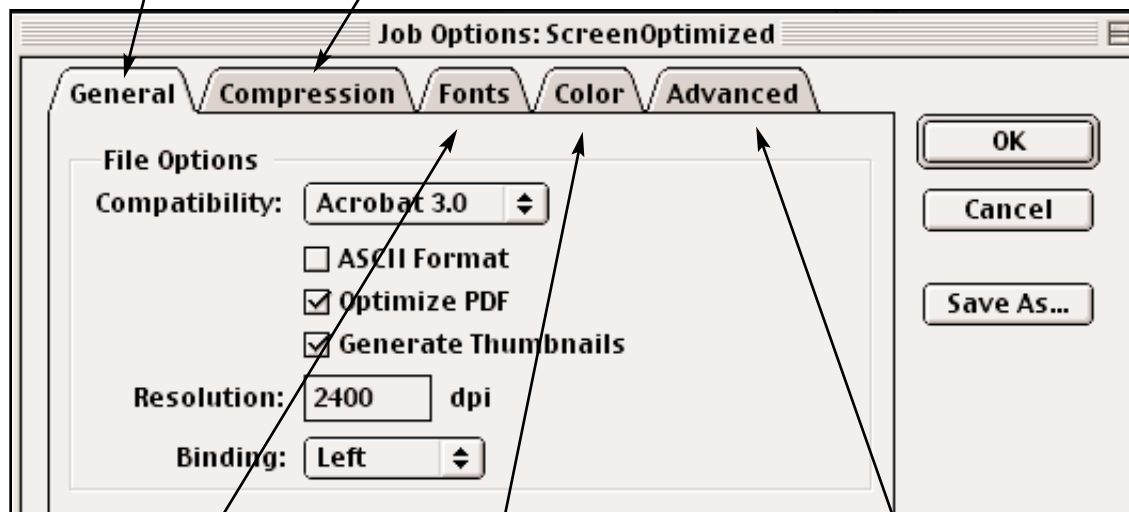
- 1). Launch Acrobat Distiller 4.0
- 2). Under the Distiller menu, choose Job Options and set the following preferences before distilling:

JOB OPTIONS/GENERAL

- 1). Compatibility: Acrobat 3.0
- 2). Optimize PDF
- 3). Generate Thumbnails
- 4). Resolution: 2400
- 5). Binding: Left

JOB OPTIONS/COMPRESSION

- 1). Color & Grayscale Bitmap Images:
Downsample to 400 dpi
- 2). Automatic Compression:
Maximum
- 3). Monochrome Bitmap Images:
Downsample to 1200 dpi
- 4). Automatic Compression:
CCITT Group 4
- 5). Compress Text and Line Art



JOB OPTIONS/FONTS

- 1). Embed all fonts
- 2). Subset all embedded fonts below:
100%
- 3). Always embed base 14 fonts
- 4). When embedding fails:
Cancel Job

JOB OPTIONS/ADVANCED

- 1). Allow postscript file to override job options
- 2). Preserve Level 2 copypage semantics
- 3). Preserve Portable job ticket inside PDF file
- 4). Process DSC
- 5). Resize Page and Center Artwork for EPS Files
- 6). Preserve EPS info from DSC
- 7). Preserve OPI comments
- 8). Preserve document info from DSC

JOB OPTIONS/COLOR

- 1). Leave color unchanged
- 2). Preserve overprint settings

Sending Other Non Quark Files

We will accept EPS (encapsulated postscript file) formatted files from applications other than QuarkXpress, as Quark supports the EPS format, however we recommend using only **Adobe fonts**.

Note: When saving as EPS file, be sure to include tiff images in CMYK when applicable and supply a list of fonts that are used within that file. Send EPS files on Zip or jaz cartridge along with original application file with laser proofs (color if applicable).

Microsoft word files should not have images imbedded, all images such as logos should be sent separately as tiff or eps.

Send electronic materials to: Felicia Spagnoli, IEEE Spectrum, 445 Hoes Lane, Piscataway, NJ 08855
f.spagnoli@ieee.org